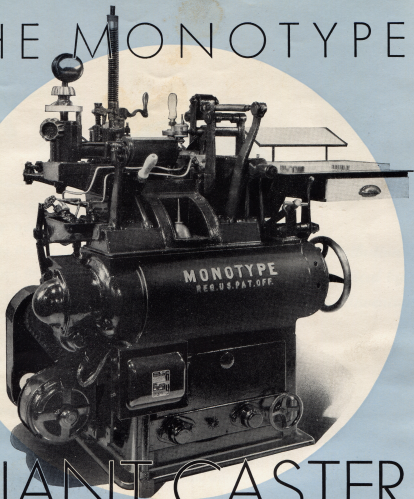


THE MONOTYPE



GIANT CASTER

*Makes Type and Spaces in All Sizes from 14
to 72 Point. Makes Metal Precision Furniture
in All Sizes from 14 to 72 Point, in Continuous
Strips or Cast to Any Predetermined Measure*

LANSTON MONOTYPE MACHINE COMPANY

TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA 3, PENNA.

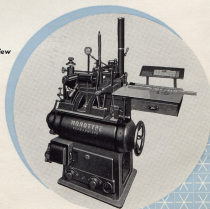
PRINTED IN U.S.A.

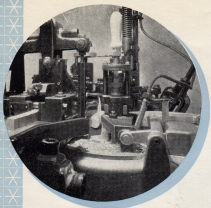


T was the invention, introduction and use of Monotype machines for making the type and material used in hand composition of display advertisements and job work which eventually led to the general adoption of the practice of non-distribution throughout the printing industry. In fact, the term "non-distribution" was originated by a Monotype representative who conceived the idea that it would be both better and cheaper to use only newly cast type, remelting the type when it had served its purpose for printing or plating, than to return the type to the cases by hand distributing. The idea was a revolutionary one and was much ridiculed when first proposed. However, the advantages, as expressed in improvement in the quality of printing and economy in operation, were so easily demonstrated by trial, that every composing room equipped with type-casting and material-making

*"Non-Distribution"
Made Practical by
Monotype Inventions*

Monotype Giant Caster—Right Front View





Metal Pot—Where the Metal Is Heated

*Giant Has Been
Successfully Used
Since 1926*

machines now practices non-distribution in disposing of the products of these machines after being once used.

The success of non-distribution of type, quads and spaces in sizes up to and including 36 point eventually led to the design and development of a Monotype to make type in sizes from 14 to 72 point for hand composition, and strip metal furniture in the same sizes to be used for spacing and as base for mounting cuts. This big-type making machine was given the name "Giant Caster." It was introduced to the trade in 1926 and met with immediate adoption. Through the Monotype Giant Caster the practice of non-distribution of Monotype-made type and material was immediately extended to include all sizes up to 72 point.

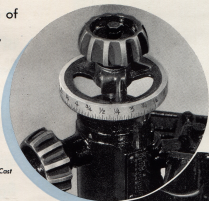
Monotype Giant Casters are now being operated in composing rooms all over the United States and Canada and in all Latin American countries. Daily newspapers,

publication plants, commercial job printers, trade and advertising typographers, specialty plants, etc., have found the products of the Giant Caster of material assistance in meeting their regular and emergency requirements. More than five hundred of these machines are in constant operation in the Western Hemisphere.

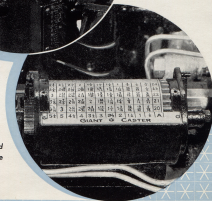
*Giants Now Being
Used All Over
Western Hemisphere*

Because of the wide range of type sizes (14 to 72 pt.) which can be made on the Giant Caster, this machine has become the basis of a system or method of composing-room operation involving the use of single types in the setting of display advertisements, headings and job work, followed by non-distribution of all type and materials. Such a method, because of its flexibility and reserve resources, meets the immediate and the emergency needs of all kinds and of all sizes of composing rooms.

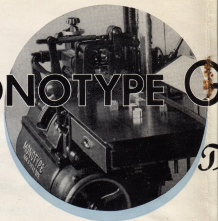
Micrometer Wheel—Fixes Width of Each Cast



*Calculating Scale—Shows Length and
Number of Casts in Making Furniture*



MONOTYPE



The Monotype Giant Caster makes type sizes from 14 to 72 point and 84 point title line. It is cast solid in coreless molds; 24 and 30 point one core; 36, 42, 48, 60 and 72 point in two cores, material saving in metal. Giant Caster type is of uniform and sharp of face for good printing, and suitable for all printing, plating and mat-making. Available to Monotype Giant Caster use are: case fonts, figures and points in all available sizes; 84 point title line; special ornaments and special full-face figures and fractions from 14 to 72 point; figures in sizes up to 72 point, and quarter inch. Sizes from 14 to 36 point, inclusive, are cast in one Matrices, and 42 point and larger from two.

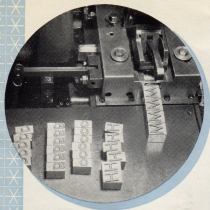
GIANT CASTER

Type and Furniture

14 to 72 Point

type for use in hand composition in all title line caps. The 14 and 18 point type and 30 point in molds which provide for type in double-core molds, thus making a type is of uniform height-to-paper, clear and densely cast to resist the pressures of the casting processes. The typographic resources available include Monotype cap and lower-case letters in sizes from 14 to 72 point and corner-pieces from 14 to 72 point; ascenders and x-heights from 14 to 108 point, special superior and subscripts from 14 to 72 point. The type is cast from regular 0.050" drive Display and 0.065" drive Giant Caster Matrices.





Casting and Ejecting 72-Point Type

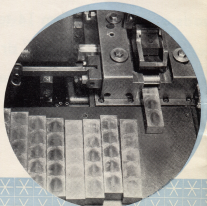
*All Monotype Faces
from 14 to 72 Point*

- **New Dual Purpose Mold** for use on the Giant Caster casts solid (not cored) base for use under 16 gage (0.065 inch) zinc or copper photo-engravings. By making one quarter turn of the base material it may be used for mounting stereotype and electrotypes (0.155 inch thick). This base can be cast to any desired length up to approximately twenty-five and one-half inches.

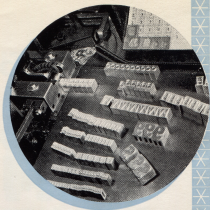
- **Giant Caster "Precision" Furniture** is used as heavy spacing material in the composition of advertisements and type pages; for spacing in the imposition of forms of all sizes for both cylinder and platen presses; as base for mounting plates of all kinds, and as an efficient, practical, money-saving metal base for making up forms in which register hooks are used.

- **Made in a Variety of Sizes**—14, 18, 24, 30, 36, 42, 48, 60 and 72 point sizes of metal furniture can be made on the Giant Caster in any length from one pica to whatever measure you may desire.

Precision Furniture of All Sizes
Cast to Any Desired Length

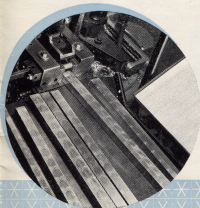


Type in All Sizes From 14 to 72 Point Body



*Furniture for
Spacing and
Mounting Cuts*

- **Accuracy**—Giant Caster Furniture is the most accurate material of its kind available in the printing industry. Height and point size are always uniformly the same within limits of one one-thousandth of an inch.
- **Height of Material**—Molds can be supplied for making Monotype Giant Caster Metal Furniture of any standard or special height to meet any requirement.
- **Production**—The Giant Caster will make 550 square inches of 72-point metal furniture in one hour—or equivalent to one full newspaper page every forty minutes.
- **Low Production Cost**—Giant Caster Metal Furniture is made at a small fraction of the cost of aluminum or steel base.
- **Will Stand Pressure**—Giant Caster Metal Furniture will stand up under the pressure of the printing and plating processes employed in printing plants and in making stereotype mats for newspaper printing.



Precision Furniture, All Sizes From
14 to 72 Point, in Strips

THE SOLUTION OF YOUR BIG TYPE PROBLEM

Radio Sale

20th Century Bold, No. 604—14 to 72 Point

Pen

20th Century Extrabold

Time Clock

Bodoni Bold, No. 275—14 to 72 Point

ELK

Bodoni Bold Condensed (Hess)

Give Jim

Rockwell Antique, No. 189—14 to 72 Point

Inn

Stymie Extrabold (Hess)

AKRON AUTO SHOW

Spire (Hess), No. 377—24 to 72 Point

ANIMAL

Onyx

Fort Arno

Franklin Gothic, No. 107—14 to 72 Point

Firms

Franklin Gothic Extra Condensed (Hess)

MOUNTAIN FLOWERS

Jefferson Gothic, No. 227—14 to 72 Point

Merit

Tourist Gothic

Write for Specimen Showings • Over 125 Type Faces including Italics available from 42 to 72 Point inclusive

... THE MONOTYPE GIANT CASTER

Kits

No. 603 — 14 to 72 Point

YULE TREE

20th Century Extrabold Condensed, No. 607 — 84 Point Caps (72H4)

DEN

No. 775 — 84 Point Caps (72H4)

Incisors

Ultra Bodoni, No. 675 — 14 to 72 Point

Lift

No. 390 — 14 to 72 Point

Silver Dollar

Stymie Extrabold Condensed (Hess), No. 490 — 14 to 72 Point

VICTOR

No. 404 — 18 to 72 Point

Automobile

Flash Bold, No. 473 — 14 to 72 Point

Seller

No. 507 — 14 to 72 Point

FINER GOTHIC

Modernized Alternate Gothic, No. 51 — 84 Point Caps (72H4)

Plane

No. 140 — 14 to 72 Point

BLUE COMET

Gothic Condensed Title, No. 43 — 42 to 72 Point

Characters, Advertising Figures, Fractions, Ornaments, Etc., available to 108 point in several designs

T HE MONOTYPE SYSTEM provides

the fastest method of setting type for display. It has been repeatedly proven by comparative tests in many composing rooms under actual working conditions that lines of display type can be set faster by hand in type from cases than by any other method. ★ With the Monotype System the compositor has only one thing to do: Set Type! He wastes no time distributing type, decorative and spacing material; he wastes no time distributing matrices after they are cast; he wastes no time cutting and placing underpinning; he wastes no time waiting on a congested machine; he wastes no time re-setting, re-casting and re-distributing matrices for entire lines to make simple corrections. ★ During the "RUSH" hours the Monotype System proves itself best. No other system makes possible such a concentration of production at any one time—a dozen men, and more if need be, can work on one advertisement at the same time. ★ Hand typesetting under the Monotype System is continuous and dependable—if a machine should break down all operations are not tied up when composition is needed most. ★ Operating costs under the Monotype System have been repeatedly demonstrated to be lower than with any other method of setting display advertisements. ★ The Monotype System is complete within itself—it furnishes all the Type, Ornaments, Rules, Leads and Slugs needed to maintain itself at the highest rate of production and at the lowest cost.

